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PLAYERS LIGHTS 25's

5 free in every pack.

BINGO!



Kings & 100's
Regular and Menthol

25 of the finest
for the price of 20.

PLAYERS
Silver Blend Kings
Lights
25's

PLAYERS 25's
Lights

FIREPOWER

MO's suggested pricing based on full-price brands.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Kings: 10 mg "tar," 0.8 mg nicotine -
100's: 12 mg "tar," 0.9 mg nicotine -
av. per cigarette by FTC method.

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